

Title: TRAFFIC STATISTICS MONITORING SYSTEM
WITH TRACKING BY CATEGORIES AND TERMS
Inventor(s): Janice YOO et al.
Application No.: 09/654,405
Docket No.: 324212008100

Sheet 1 of 15

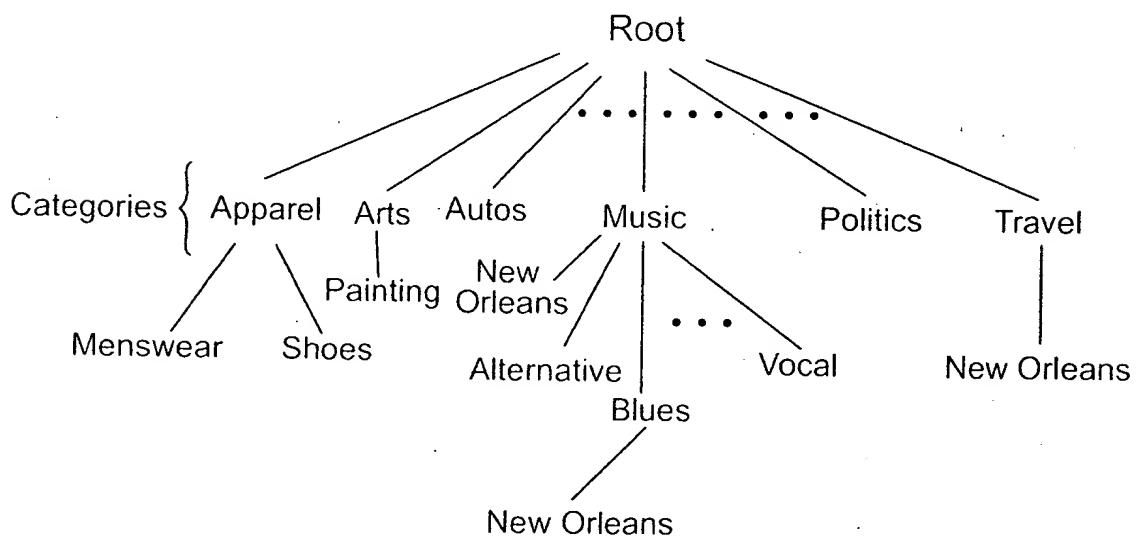
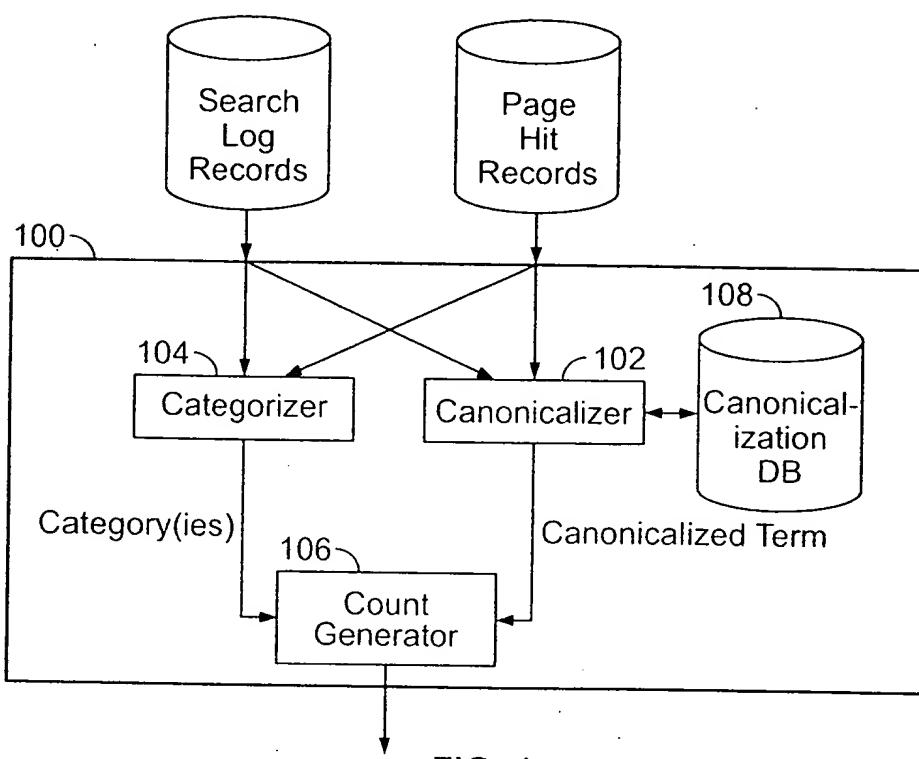


FIG. 2

REPLACEMENT SHEET

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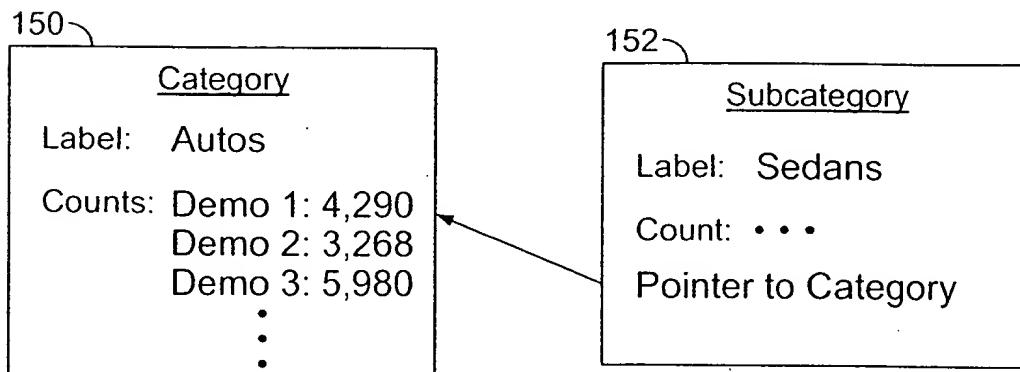


FIG. 3A

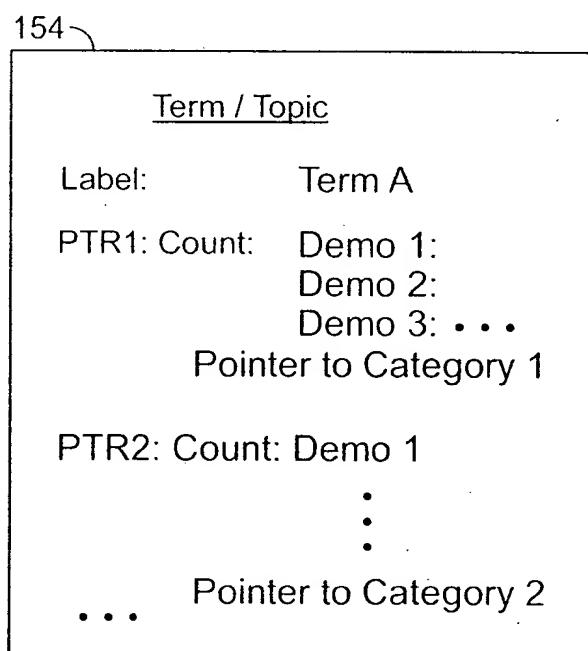


FIG. 3B

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	Day 1	Day 2	...	Day K
170	Category 1 Category 2	Category 1 Category 2		Category 1 Category 2
150	⋮	⋮	⋮	⋮
152	Category N	Category N		
154	Term 1 Term 2	Term 1 Term 2		
	⋮	⋮		
	Term M	Term M		

FIG. 4

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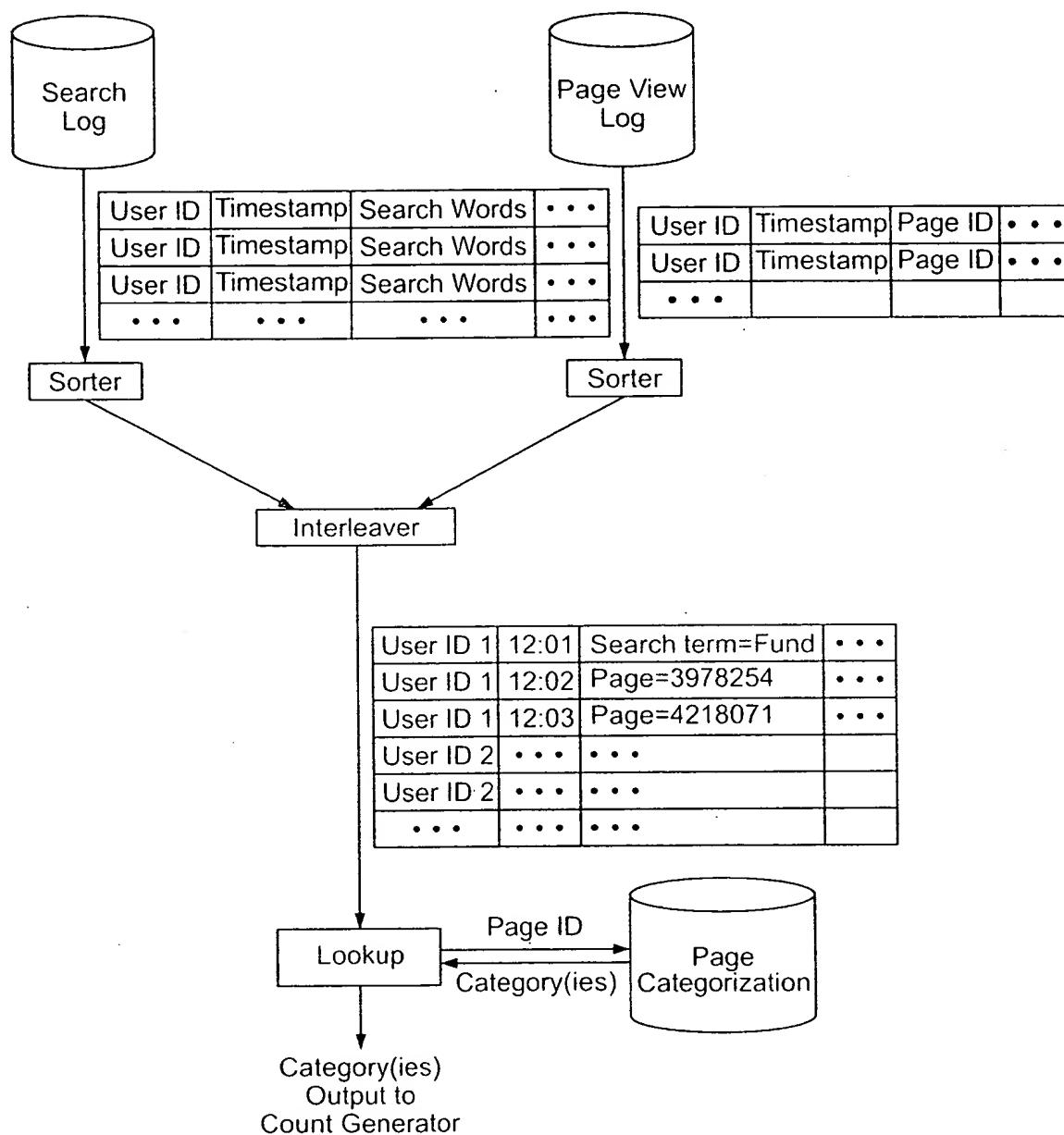


FIG. 5

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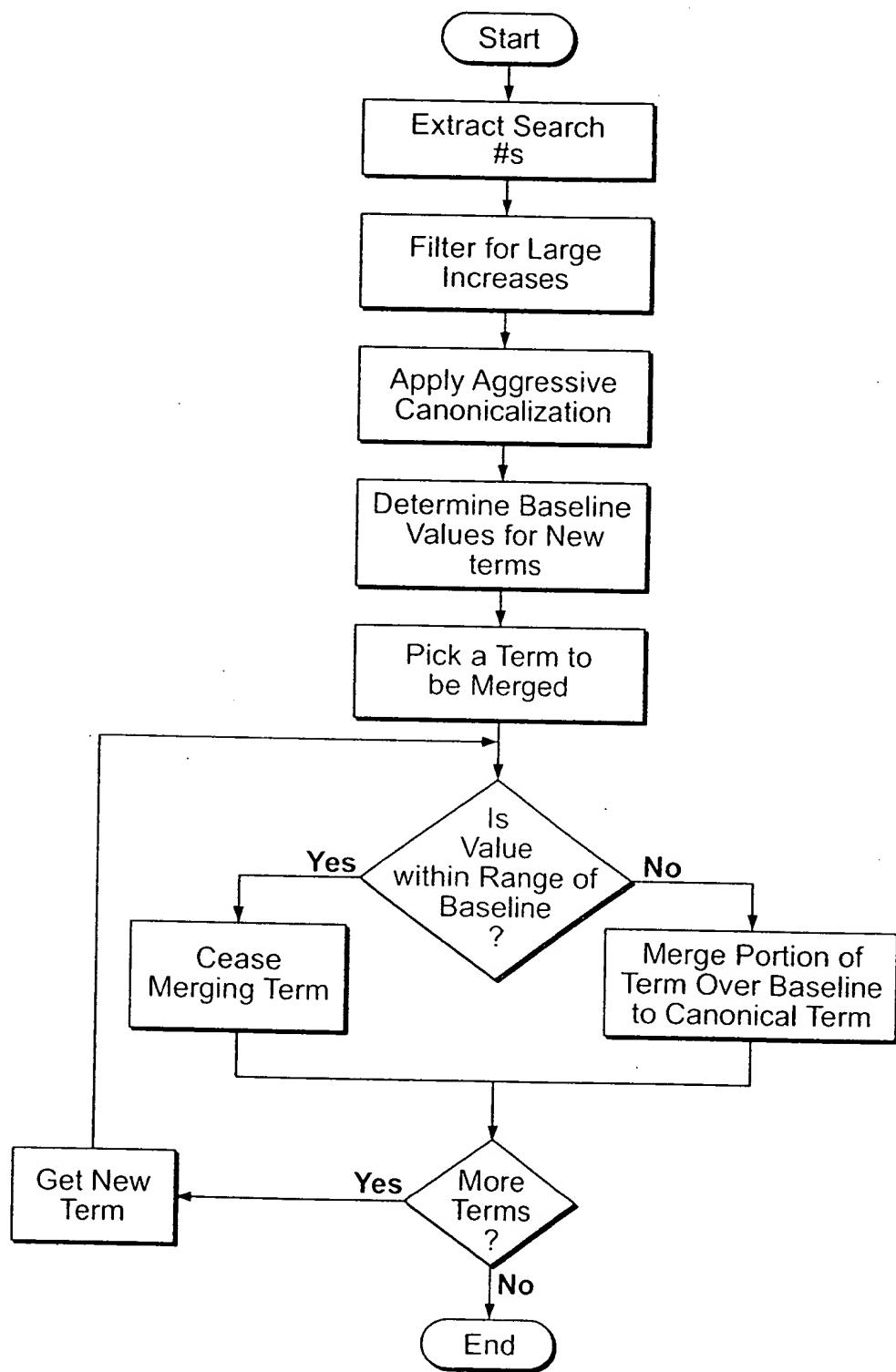


FIG. 6

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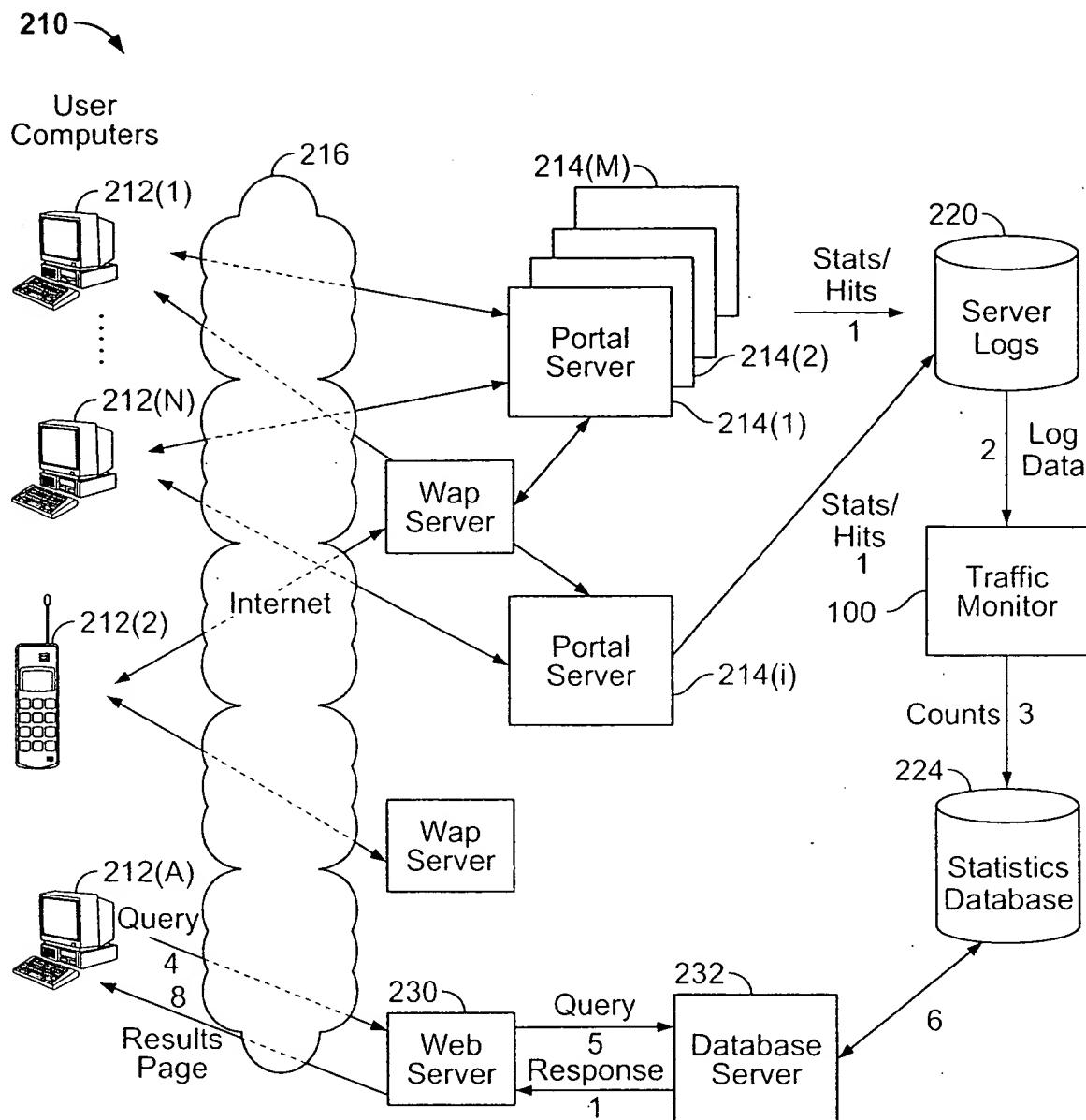


FIG. 7

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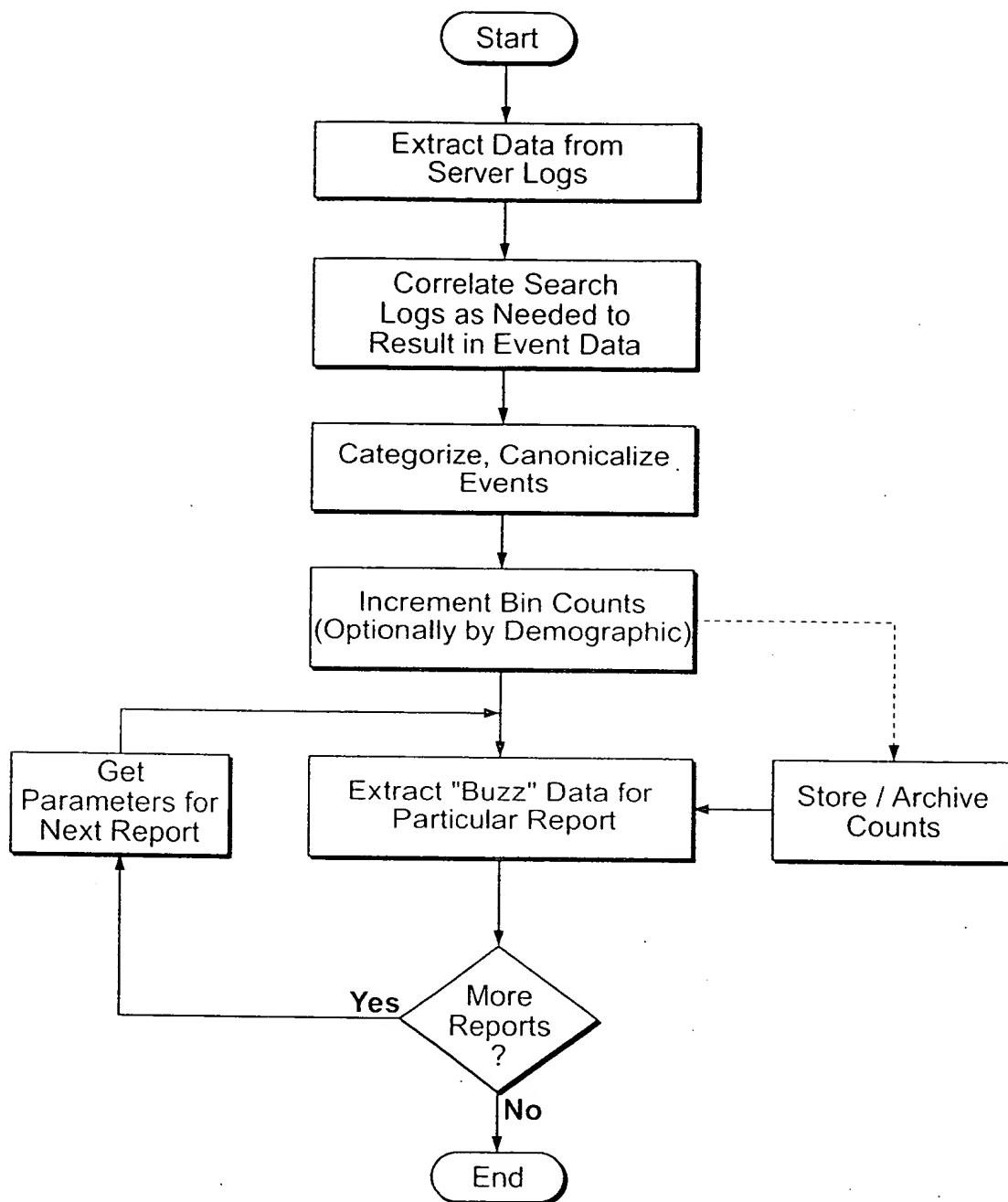


FIG.8

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Welcome, user123yahoo!	Preferences - My Buzz Index																														
<h3>Yahoo! Buzz Index</h3> <h4>Buzz Index</h4>																															
<div style="display: flex; justify-content: space-between;"> What's the Buzz? August 12, 2000 </div>																															
Overall Buzz - Ranked by Change - Daily																															
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Rank</th> <th>Term</th> <th>Buzz</th> <th>Change</th> <th>Related Links</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>formula one grand prix</td> <td>15.12</td> <td>+1603.10%</td> <td>News, Categories, Sites</td> </tr> <tr> <td>2.</td> <td>northern lights</td> <td>4.73</td> <td>+421.31%</td> <td>News, Categories, Sites</td> </tr> <tr> <td>3.</td> <td>Charlie Chaplin</td> <td>5.51</td> <td>+287.98%</td> <td>News, Categories, Sites</td> </tr> </tbody> </table>		Rank	Term	Buzz	Change	Related Links	1.	formula one grand prix	15.12	+1603.10%	News , Categories , Sites	2.	northern lights	4.73	+421.31%	News , Categories , Sites	3.	Charlie Chaplin	5.51	+287.98%	News , Categories , Sites										
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Sports Buzz - Ranked by Change - Daily																															
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Show Sports Buzz details																															

FIG. 9

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YAHOO! Buzz Index [Yahoo!](#) - [Sign Out](#) - [Help](#)

Welcome, ybuzz! [Preferences](#) - [My Buzz Index](#)

Yahoo! Buzz Index [Buzz Home](#)

[Home](#) > [Buzz](#)

Search

Vertical Market Categories

• apparel	• electronics	• hobbies	• religion and spirituality
• arts and humanities	• entertainment	• home	• science
• autos	• environment and nature	• military	• sports
• aviation and aeronautics	• finance	• news	• telecommunications
• books	• fitness and nutrition	• online community	• toys
• career employment	• food and beverages	• parenting and children	• travel and transportation
• computers	• games	• personal care	
• construction	• government and politics	• pets and animals	
• education	• health	• real estate	

Top Buzz Words across all categories

Average over

August 12, 2000 [Daily View - Weekly View]				
Rank	Term	Buzz	Change	Related Links
1.	formula one grand prix	15.12	+1603.10%	News , Categories , Sites
2.	northern lights	4.73	+421.31%	News , Categories , Sites
3.	bridgette wilson	5.51	+287.98%	News , Categories , Sites
4.	california super lotto	3.76	+273.14%	News , Categories , Sites
5.	super lotto	6.48	+240.41%	News , Categories , Sites
6.	california lotto	10.10	+219.27%	News , Categories , Sites
7.	first union center	3.45	+192.61%	News , Categories , Sites
8.	california lottery	25.07	+188.78%	News , Categories , Sites
9.	young	8.27	+181.25%	News , Categories , Sites
10.	noah bastian	2.87	+169.51%	News , Categories , Sites
Next...		Show 100 Terms	Download Top 500	

FIG. 10

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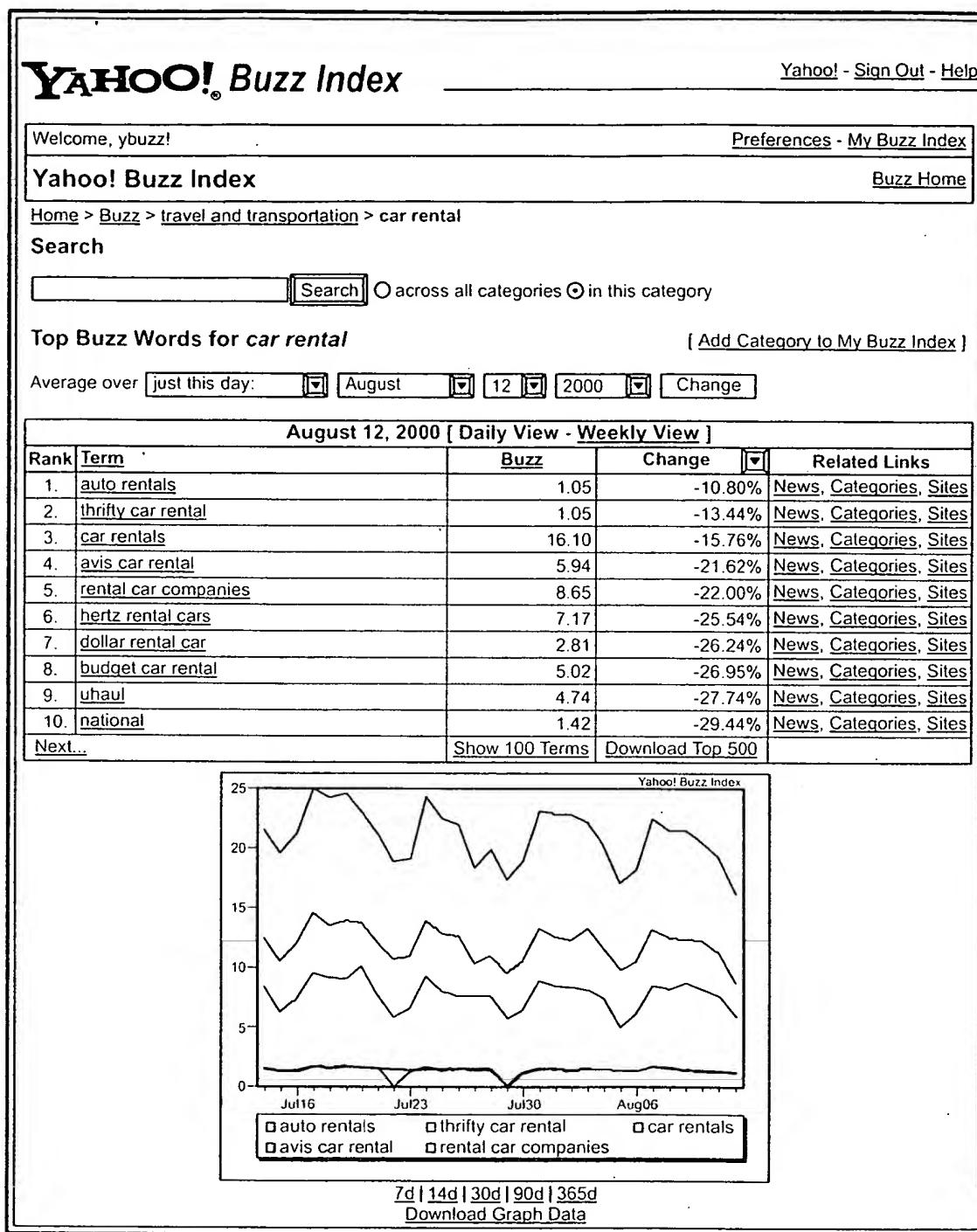


FIG. 11

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YAHOO! Buzz Index Yahoo! - Sign Out - Help

Welcome, ybuzz! Preferences - My Buzz Index

Yahoo! Buzz Index Buzz Home

Home > Buzz > entertainment > music

Search

across all categories in this category

music [Add Category to My Buzz Index]

• [alternative and indie](#)

• [blues](#)

• [cajun and zydeco](#)

• [christian and gospel](#)

• [classical and instrumental](#)

• [country](#)

• [electronic](#)

• [entertainment/music/latin](#)

• [experimental](#)

• [folk](#)

• [hardcore punk ska](#)

• [industrial and gothic](#)

• [instruments and education](#)

• [international](#)

• [jazz](#)

• [kids and family](#)

• [metal and hard rock](#)

• [new age](#)

• [r and b and soul](#)

• [rap and hip hop](#)

• [reggae](#)

• [rock and pop](#)

• [soundtracks](#)

• [vocal and theatrical](#)

Top Buzz Subcategories for music

Average over August 12 2000 Change

August 12, 2000 [Daily View - Weekly View]			
Rank	Subcategory	Buzz	Change
1.	kids and family	0.77	+55.25%
2.	soundtracks	2.53	+27.34%
3.	new age	0.79	+27.12%
4.	experimental	0.26	+23.23%
5.	international	19.50	+22.58%
6.	metal and hard rock	14.46	+19.81%
7.	hardcore punk ska	14.20	+19.37%
8.	rock and pop	282.21	+15.46%
9.	christian and gospel	5.14	+15.32%
10.	electronic	6.54	+14.30%

Top Buzz Words for music [Add Category to My Buzz Index]

Average over August 12 2000 Change

FIG. 12A

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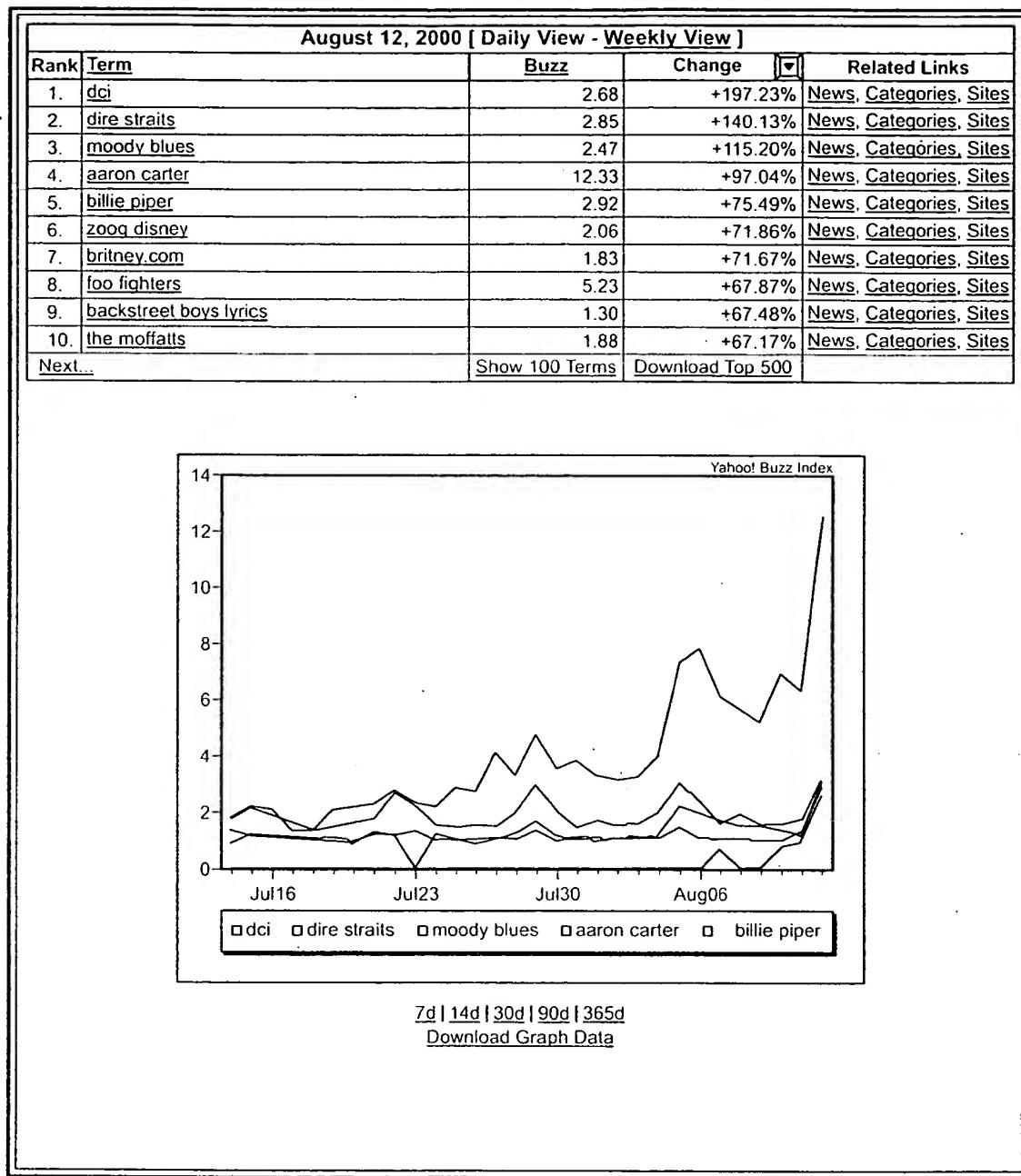


FIG. 12B

REPLACEMENT SHEET

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YAHOO! Buzz Index

Welcome, ybuzz! [Preferences - My Buzz Index](#)

Yahoo! Buzz Index [Buzz Home](#)

[Home > My Buzz Index](#)

Search

Current Campaigns [\[Back to Buzz \]](#)

Average over

August 6, 2000 - August 12, 2000 [Daily View - Weekly View]			
Graph	Buzz	Change	[▾]
<input checked="" type="checkbox"/> Category <u>toys</u>	334.14	+2.87%	[Delete]
<input checked="" type="checkbox"/> Term <u>nike</u> across all categories	13.13	-4.48%	[Delete]
<input checked="" type="checkbox"/> Term <u>reebok</u> across all categories	1.90	+2.25%	[Delete]
<input checked="" type="checkbox"/> Term <u>new balance</u> across all categories	2.10	+5.21%	[Delete]
<input checked="" type="checkbox"/> Term <u>puma</u> across all categories	2.17	-1.45%	[Delete]
<input checked="" type="checkbox"/> Term <u>adidas</u> across all categories	4.74	+3.04%	[Delete]
<input checked="" type="checkbox"/> Term <u>yahoo</u> across all categories	1.46	-2.93%	[Delete]
<input checked="" type="checkbox"/> Term <u>wedding</u> across all categories	9.84	-8.46%	[Delete]
<input checked="" type="checkbox"/> Term <u>decss</u> across all categories	2.33	-7.33%	[Delete]
<input checked="" type="checkbox"/> Category <u>apparel</u>	579.89	+0.52%	[Delete]
<input checked="" type="checkbox"/> Category <u>electronics</u>	387.75	-1.51%	[Delete]
<input checked="" type="checkbox"/> Term <u>honda civic</u> across all categories	3.66	-1.82%	[Delete]
<input checked="" type="checkbox"/> Term <u>honda prelude</u> across all categories	1.45	+4.45%	[Delete]
<input checked="" type="checkbox"/> Term <u>coyote ugly</u> across all categories	37.69	+21.84%	[Delete]
<input checked="" type="checkbox"/> Term <u>christina aguilera</u> across all categories	1.76	+9.33%	[Delete]
<input checked="" type="checkbox"/> Term <u>britney spears</u> across all categories	131.06	+2.03%	[Delete]
<input checked="" type="checkbox"/> Term <u>barnes and noble</u> in category <u>books</u>	16.09	+5.01%	[Delete]
<input checked="" type="checkbox"/> Term <u>amazon</u> in category <u>books</u>	14.46	+0.64%	[Delete]

FIG. 13

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My Campaign: Product X Launch		Today: August 6, 2000	
Start Date:	August 1, 2000	Edit Campaign	
End Date:	December 31, 2000		
Date:	Just this Day:	August	17th
Terms	Buzz	Change	Change from Start
Product X	20.24	+25%	+123%
Old Product 1	10.05	+45%	+100%
Product Y	9.85	+38%	+169%
Z Promo	4.05	+67%	+144%
Total Buzz	44.19	+44%	+142%

Add New Terms

100
80
60
40
20
0

1st Qtr 2nd Qtr 3rd Qtr 4th Qtr

— Product X
— Old Product 1
— Product Y
— Z Promo

Campaign | Terms
7d | 30d | 90d | 365d
Daily | Weekly

FIG. 14

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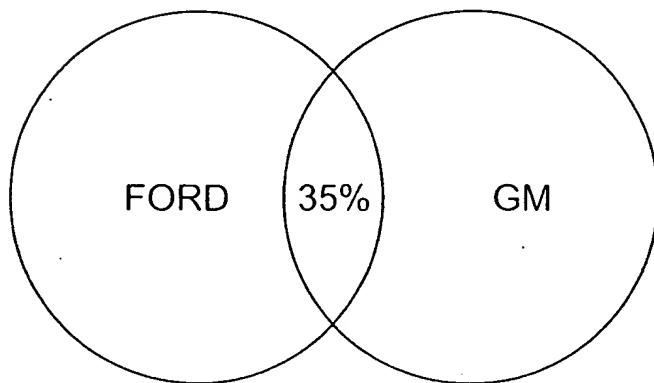


FIG. 15

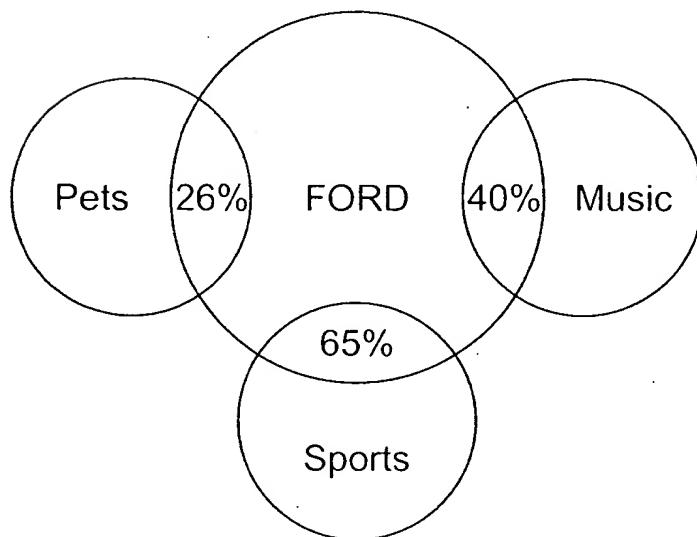


FIG. 16